

2020 Census Program Management Review

Self Response Research

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Census 2020 Objectives

- **Optimize self-response program**
 - Increase self-response options
 - Make use of electronic contact strategies and methods
- **Maximize internet response**
 - Increase awareness of the internet option
 - Encourage respondents to respond via the internet

Design Decisions for 2015

- ***Estimated 2020 Self-Response Rate & Internet Response Rate***
 - *Nonresponse Followup (NRFU) workload*
- ***Optimal Strategy for Self-Response:***
 - Use of Internet Push Strategy
 - Use of Preregistration to allow respondents to choose contact modes
 - Internet response mode available for respondents without Census IDs
 - Use of electronic modes for contact (email, text, automated voice, etc.)
 - Promotion of telephone response option

Major Cost Model Inputs

- **Overall Self-Response Rate** => reduction in NRFU Workload and other field operations
- **Internet Response Rate** => reduction in paper printing and data capture
- **Electronic Contact Strategies** => reduction in paper printing/mailing

2014 Census Test

■ Preregistration

- Proof-of-concept to determine respondent behavior
- Postcard solicitation (not model for 2020)
- Baseline estimates of preregistration workload

■ Non-ID Internet Response

- Postcard solicitation (not model for 2020)
- Test ability to process and match respondent-provided address information (not real-time)
- Baseline estimates of workload for non-ID data collection and processing

2014 Census Test (cont.)

■ Email invitation

- Test use of email as initial contact method
 - Email addresses from Contact Frame
- Evaluate use of pre-notices (letter and automated voice) to introduce and legitimize email contacts

■ Mail Internet Invitation

- Test use of email and automated voice reminders

■ Telephone Questionnaire Assistance

- Promoted as a response mode on all materials
- Baseline estimates of TQA workload

2014 Census Test Key Activities

Activity	Date(s)
Self-Response Design for 2014 Census Test	June 15, 2013
Open Preregistration for 2014 Census Test	June 5, 2014
Go-Live Date for 2014 Census Test	June 23, 2014
2014 Census Test “Census Day”	July 2, 2014
Develop preliminary results from 2014 Census Test to establish baseline metrics: <ul style="list-style-type: none">• Workload estimates for Preregistration, Non-ID, internet data collection, and TQA• Match/Geocode/ID Assignment rates for Non-ID responses• Comparative response rates for Email and Mail Invitation treatments	November 15, 2014
Finalize Optimize Self-Response Results for 2014 Census Test	March 16, 2015

Next Steps for Self-Response Testing

■ National Testing

- Develop estimated overall and internet response rates
 - NRFU workload
- Estimates by key population subgroups
- Postcard solicitation for Non-ID to support testing of real-time matching, geocoding, and ID assignment

■ Site Testing

- Advertising for Preregistration and Non-ID Response to simulate 2020 environment
- Further refine workload estimates for non-ID processing

Notional 2015 Testing Activities

Activity	Date(s)
Self-Response Design for 2015 Testing	June 30, 2014
Notional 2015 Census Test “Census Day”	April 1, 2015
Develop preliminary results from 2015 testing activities for baseline 2020 estimates: <ul style="list-style-type: none">• Estimated national response rate & NRFU workload• Estimated national internet response rate• Estimated participation rate for preregistration• Refined workload estimates for preregistration, non-ID, internet data collection, and TQA• Impact on response rates of contact/response strategies: preregistration, mail, email, text, telephone	July 31, 2015
Preliminary Operational Design for 2020 Self-Response	September 30, 2015
Finalize Optimize Self-Response Results from 2015 Testing	March 30, 2016

Ongoing Activities to Support Optimizing Self-Response

- Build Contact Frame and Establish Quality Indicators for Phone Numbers and Emails
- Develop/Enhance Automated Applications (e.g., optimization for mobile devices, in-language)
- Collaboration with Communications Directorate to study communications environment and opportunities to engage the public and encourage response (e.g., social networking, partnerships, advertising, etc.)

Questions?